

TOMAS BATA UNIVERSITY IN ZLÍN
FACULTY OF MANAGEMENT AND ECONOMICS

**Master's Thesis Assessment
Reviewer's Report**

Student's name:
Bc. Dragan Simić

MT Reviewer:
Ing. Jiří Vaněk

Acad. year:
2011/2012

MT topic:

The Project of Austrian Market Penetration by the Slovenian Fashion House Mura with a new Business Orientation and Marketing Strategy

Assessment criteria		Points (0 – 10)
1	Thesis Topic Difficulty	7
2	Meeting Thesis Objectives	9
3	Theoretical Background	9
4	Practical Application (Analysis)	8
5	Practical Application (Solution)	8
6	Formal Level	8
TOTAL POINTS (0 – 60)		49

Definition of assessment criteria:

POINTS	VERBAL DESCRIPTION
0 points	unsatisfactory corresponds to an "F" on the ECTS grading scale
1 – 2 points	sufficient - meeting basic requirements only corresponds to an "E" on the ECTS grading scale
3 – 4 points	satisfactory - with significant but not crucial insufficiencies corresponds to a "D" on the ECTS grading scale
5 – 6 points	good - insufficiencies do not substantially affect the entire work, especially the results corresponds to a "C" on the ECTS grading scale
7 – 8 points	very good - fulfilled without reserve corresponds to a "B" on the ECTS grading scale
9 – 10 points	excellent - outstanding performance corresponds to an "A" on the ECTS grading scale

Comments:

The work is very well done. Text of the thesis corresponds exactly with the topic. Theoretical background is complete and well described. In the analysis part I miss suppliers as one of the indicators of the quality of Mura products. Project part contains all the important ingredients that are used for the optimal strategy for entering the Austrian market. I recommend this thesis to be defended in front of the committee.

Questions for the defence:

Why have you not used the SWOT matrix to evaluate the internal and external factors and their relationship? It could help you to focus on main problems.

Where do you see the biggest obstacle to make the project successful?

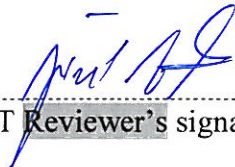
The thesis meets the criteria for the defence of the MT.



The thesis does not meet the criteria for the defence of the MT. (At least one criterion assessed by 0 points.)



Zlín: 11. 5. 2012



MT Reviewer's signature